



## Access to Experts



**Jessica Antle** , Vice President, Global Public Relations , Dorel Recreational Leisure

Ms. Antle is responsible for setting the strategic communications agenda for Dorel Recreational/Leisure, leveraging public relations to drive business results. Ms. Antle's scope of responsibilities span media relations, social media, sports marketing communications, employee communications, executive communications, philanthropy, advocacy and global integration and coordination of communications around the world. Prior to Dorel Recreational/Leisure, Ms. Antle spent seven years at MasterCard Worldwide in roles of increasing responsibility, from director of Corporate Communications to chief of staff for the CMO. During this team, she had leadership responsibility for projects such as the launch of the new MasterCard corporate brand and the communications for the Company's IPO, at the time the 12th largest IPO in history. Ms. Antle has a diverse background in communications management with more than 18 years of experience in B2B and B2C brands across financial services, technology and sporting goods. Her campaigns have won awards including a PR Week Award and the Theodore Sorenson National Speechwriters Award.

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